

spotty and in an age of proliferation of fly by night third party companies, there is going to be risk involved.

## **TWITCH**

Twitch is a livestreaming app primarily for video games. You can raise money through subscriptions, affiliate marketing, selling merch, and advertising. There are so many options here but the twitch demographic is not as wide as most social media. Let's take a look at what we are looking at:

### **Get Paid With the Twitch Affiliate or Partner Program**

As soon as you join Twitch as a streamer and meet the requirements, you should sign up for their affiliate program. This allows you to earn something when you refer other people to the platform. This is the number one way to start your money-making enterprise. They do not accept just anyone, however. You have to have some track record to show that you are serious about providing quality content and getting followers who can turn into subscribers that make money for Twitch itself.

If you want to be a Twitch affiliate, meet these goals first:

- Get at least 50 followers
- Stream on at least seven separate days in the past month
- Stream for at least 500 total minutes in the last months
- Maintain an average of three concurrent viewers in the last month

After you qualify to be an affiliate and start attracting more attention by playing and interacting with your followers, you can upgrade your status to partner. This is what truly makes earning the big bucks possible. Not only does it open up a wealth of other possible ways to earn, but the criteria to reach this level aligns with good content creator practices.

If you want to be a Twitch partner, meet these goals first:

- Get an average of 75 viewers in the last month
- Stream on at least 12 separate days in the past month
- Stream for at least 25 hours in the same time period

As soon as you meet all of these criteria, apply for the partnership program to greatly increase your chances of earning more than pennies.

### **Direct Donations From Fans**

If you do not join the affiliate program or become a partner, there is only one way to make money from your Twitch content: donations. In the beginning, it may seem like this is the easiest way to make money directly from people, and you might not even look into other methods. This is a mistake. Asking for donations is a common part of running a Twitch stream. However, if you ask too often, you run the risk of scaring away your followers. Nobody wants to follow a beggar.

Three methods for viewers to donate directly to you exist. One involves simply setting up a PayPal or other payment processor tip box that viewers can send money to directly. Some content creators also accept donations in a variety of cryptocurrencies. You do not share any of this money with Twitch yourself, although a small transaction fee is charged.

Another way to get direct donations comes from receiving bits, cheers, or cheermotes from people watching your streams. Viewers who become fans of a particular channel or who watch many could purchase packs of bits and turn around to send them to their favorite streamers. Each bit is not worth very much money. 100 costs about \$1.40. When a person watching your content gives you a bit, you get content in your chat stream, a fun, animated emote, and approximately one penny per bit.